

WHAT IS CLAIMED IS:

1 1. A real time feedback survey system comprising:
2 a) a media player having a receiver for receiving media content containing a
3 request for feedback information modulated onto the media content, and a first display
4 for providing an output of the media content to the user; and
5 b) a remote responding device having
6 a receiver for receiving the media content containing a request for
7 feedback information modulated onto the media content information,
8 a demodulator for demodulating the feedback information from the media
9 content;
10 a keypad for inputting feedback information, and
11 a transmitter for transmitting the inputted feedback information to a
12 central facility.

1 2. The system of claim 1, further comprising:
2 means for modulating a request for feedback information onto media
3 content; and
4 means for conveying the media content and the modulated request to the
5 media player.

1 3. The system of claim 1, further comprising:
2 a decryptor for decrypting the request for feedback information to produce
3 a decrypted request for feedback information, the decryptor being incorporated into the
4 responding device,
5 wherein the request for feedback information is encrypted.

1 4. The system of claim 1, further comprising:
2 an encryptor for encrypting the inputted feedback information prior to
3 transmission by the transmitter, the encryptor being incorporated into the responding
4 device.

1 5. The system of claim 1, further comprising:
2 a second display for displaying the request for feedback information, the
3 display being incorporated into the responding device,
4 wherein the request for feedback information includes display data which
5 the display uses to display the request for feedback information.

1 6. The system of claim 1, further comprising:
2 a memory for storing the inputted feedback information, the memory
3 being incorporated into the responding device.

1 7. The system of claim 6, further comprising:
2 a positioning system receiver for acquiring location data, the positioning
3 system receiver being incorporated into the responding device,
4 wherein the memory further stores the location data, and
5 wherein the transmitter concurrently transmits the location data and the
6 feedback information.

1 8. The system of claim 7,
2 wherein the positioning system receiver acquires the location data when
3 the user inputs the feedback information.

1 9. The system of claim 7,
2 wherein the positioning system receiver acquires the location data when
3 the responding device receives the request for feedback information.

1 10. The system of claim 6, further comprising:
2 a cradle for receiving the responding device, the cradle including a modem
3 for transmitting inputted feedback information to a central location,
4 wherein the transmitter is adapted to transmit feedback information to the
5 modem included in the cradle.

1 11. The system of claim 6,
2 wherein the responding device is portable.

1 12. The system of claim 11,
2 wherein the responding device is incorporated into a mobile
3 communications terminal which is comprised of at least one of a laptop, a Personal
4 Digital Assistant (PDA), and a cellular telephone.

1 13. The system of claim 3,
2 wherein the responding device is incorporated into a mobile
3 communications terminal which is comprised of at least one of a laptop, a Personal
4 Digital Assistant (PDA), and a cellular telephone, and
5 wherein a processor of the at least one of a laptop, a PDA, and a cellular
6 telephone includes the decryptor of the responding device.

1 14. The system of claim 4,
2 wherein the responding device is incorporated into a mobile
3 communications terminal which is comprised of at least one of a laptop, a Personal
4 Digital Assistant (PDA), and a cellular telephone, and
5 wherein a processor of the at least one of a laptop, a PDA, and a cellular
6 telephone includes the encryptor of the responding device.

1 15. The system of claim 2,
2 wherein the means for conveying includes at least one of a radio frequency
3 transmitter, a network, a DVD, or a CD.

1 16. The system of claim 12,
2 wherein the at least one media player includes at least one of a television,
3 a stereo system, a radio, a portable music player, a DVD player, a CD player, MP3 player
4 and a computer.

1 17. The system of claim 1,
2 wherein the request for feedback information includes at least one of
3 program coding information and inquiry coding information.

1 18. A method for conducting a real time feedback survey, comprising the
2 steps of:
3 receiving, on a media player, media content containing a request for
4 feedback modulated onto the media content;
5 outputting the media content on the media player;
6 receiving the media content containing a request for feedback modulated
7 onto the media content at a remote responding device;

8 demodulating, using the remote responding device, the request for
9 feedback from the media content;
10 inputting feedback information using the remote responding device; and
11 transmitting the inputted feedback information from the remote
12 responding device to a central facility.

1 19. The method of claim 18, further comprising the steps of:
2 modulating a request for feedback onto media content; and
3 conveying the media content to a media player suitable for playing the
4 media content.

1 20. The method of claim 18, further comprising the step of:
2 decrypting the request for feedback information using a decryptor of the
3 remote responding device to produce a decrypted request for feedback information;
4 wherein the request for feedback information is encrypted.

1 21. The method of claim 18, further comprising:
2 encrypting the inputted feedback information using an encryptor of the
3 remote responding device prior to the step of transmitting the inputted feedback
4 information.

1 22. The method of claim 18,
2 wherein the request for feedback is comprised of at least one of program
3 coding survey information and inquiry coding survey information.

1 23. The method of claim 18, further comprising the step of:
2 displaying the request for feedback information on a display of the
3 responding device,

4 wherein the request for feedback information includes display data used
5 by the display to display the request for feedback information.

1 24. The method of claim 18, further comprising the step of:
2 displaying the request for feedback information using the media player,
3 wherein the media content includes a request for feedback information.

1 25. The method of claim 18, the feedback transmitting step further comprising
2 the steps of:
3 transmitting the inputted feedback information to a cradle adapted to
4 receive the responding device;
5 transmitting the inputted feedback information from the cradle to the
6 central facility.

1 26. The method of claim 18, further comprising the step of:
2 acquiring location data using a positioning system receiver of the
3 responding device,
4 wherein the feedback transmitting step further comprises transmitting the
5 location data concurrently to transmitting the feedback information.

1 27. The method of claim 26,
2 wherein the acquiring step is performed when the user inputs the feedback
3 information.

1 28. The method of claim 26,
2 wherein the acquiring step is performed when the responding device
3 receives the encrypted request for feedback.

1 29. The system of claim 18, the feedback transmitting step further comprising
2 the step of:
3 wirelessly transmitting the feedback information to a modem for
4 transmission to the central facility.

1 30. A real time feedback survey system comprising:
2 a) a media player, which includes
3 means for receiving media content associated with a request for feedback
4 information,
5 a display for providing an output of the media content to the user, and
6 a first transmitter for transmitting the request for feedback information to a
7 remote responding device for responding to the request for feedback information;
8 and
9 b) the remote responding device, which includes
10 a receiver for receiving the request for feedback information,
11 a keypad for inputting feedback information, and
12 a second transmitter for transmitting the inputted feedback information to
13 a central facility.